LE PROJET ZDEY THE GAME

By ART'CADE

ZDEY THE GAME PROJECT

It is the result of Art'cade – the start-up founded by us, Antonin and Kevin – meeting Parisian street artist Tim Zdey. Both passionate about retro-gaming, we have given Zdey carte blanche to create the first Art'cade original edition game cabinet: "Zdey The Game".

Street art and video games are both entertaining and accessible to all; we think that mixing the two is the obvious direction to take. As 90's children we grew up with an urban graffiti culture during the golden age of retro-gaming.

DESCRIPTION

With our game, Tim Zdey relates his beginnings as a graffiti artist: “At the time it wasn’t considered Art, it was just a game”.

JUST WHAT'S THE GRAIL FOR EACH AND EVERY GRAFFITI ARTIST?

To paint a train. And that’s the aim of Zdey The Game’s player as he travels across Paris and its Metro. He must avoid all manner of obstacles in record time in order to graff his train.

*Spray cans not included

THE STORY

You become Zdey – your malicious alter ego – in his Parisian metro quest!

But before reaching the mythic Train Yard, you'll have to bust the grans using rutting cats, avoid pesky rats and bribe less-than-reputable dog handlers.

YOU'VE MANAGED TO SURVIVE ALL THE STREET PITFALLS?

Now, it's time to confront the final Boss: a hopping mad, bulimic policeman! Keep tossing him doughnuts so you can advance without being apprehended.

It's a race against time to finish your train's masterpiece and inscribe your high score blaze.

THE VIDEO GAME

Far from the battle of Tera flops, 4K and 120 fps, Art'cade offers you a return to the origins of video games.

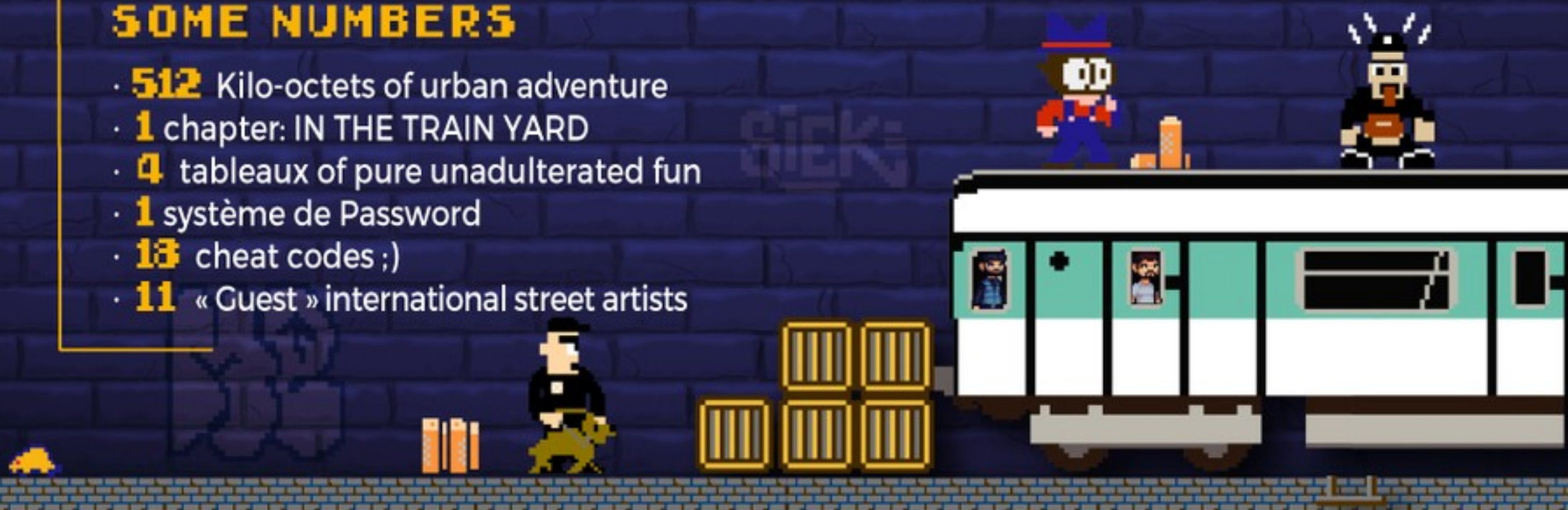
IN THE TRAIN YARD

Zdey The Game is a mini 2D platformer developped with big oldschool pixels.

What better way to illustrate the world of graffiti than to develop a game specifically aimed at a 1980's console: the Nintendo NES!

SOME NUMBERS

- **512** Kilo-octets of urban adventure
- **1** chapter: IN THE TRAIN YARD
- **4** tableaux of pure unadulterated fun
- **1** système de Password
- **13** cheat codes ;)
- **11** « Guest » international street artists



WHY A CROWDFUNDING CAMPAIGN?

We were passionate about this project and today we want to go further in the adventure!

And because it is always better to live it as a group, we need you Art Player!

Here is our plan:

- Include the Art Players in the follow-up of the story
- Manufacture the Nintendo cartridges of Zdey The Game
- Finance the costs related to the Zdey The Game project
- Develop a new Bartop model

* Our donors are called Art Players

THE ARTIST

TIM ZDEY

You may have come across his trade mark character – moustache, large masked eyes and wearing a hat – in Paris or elsewhere...

His creator, Tim Zdey worked in finance by day and graffed by night; his double Zorro-like life inspired his alter ego who appears in each graffiti.

Graffiti and street Art artist, Tim Zdey uses light, lines and colours to enhance our perception. He was the first to work with us to illustrate an original edition cabinet. That he join us for our first video game was naturally a foregone conclusion!

ART'CADE

THE 8 BIT TEAM

Antonin

Your favourite games?

Aladdin, Cadillac and Dinosaurs and Mortal Kombat.

The killer factor?

He is the ecstatic owner of the original ZDEY THE GAME cabinet. We've tried to get him to sell it as part of the crowdfunding campaign but he won't, not even for a night with Scarlett Johansson as in the Lara Croft cosplay!

OK, but who are you?

A fan of street Art, whilst concentrating on the launch of his start-up Art'cade, Antonin continues to work in the field of communication.

Your favourite street artist?

Invader: mainly through his Flash Invaders application, he has turned his Art into a game.

Kevin

Your favourite games?

Pac Man, Street Fighter and Doom

The killer factor?

Moving to England and later to the USA, he has always taken his modded Game Boy Colour with its many ROMs with him.

Your favourite street artist?

Shepard Fairey (Obey) because of their retro graphic compositions and powerful messages.

OK, but who are you?

A neophile, Kevin has toyed with many things – learning to play the harmonica, submarine hunting, model making ..... To-day he works as a process engineer within a major international group.

Chanoir
L'Atlas
Jober et Poes
Bebar
We have invited 11 international street artists to work alongside Tim Zdey on the Paris Metro quest.
LES GUESTS
Le Diamantaire
Pez
Astro
Nasty
Tanc
Ledania

ART'CADE

THE MEETING BETWEEN RETRO-GAMING AND STREET ART.

Raising video games to be recognised as an Art. Based in the Paris region, that is the goal the Art'cade start-up has set itself by associating it with street Art. The start-up designs and produces retro-gaming machine cabinets, which are decorated by recognised urban artists.

Once upon a time, in the far-off world of the 90's, lived two teenagers, Antonin and Kevin, who were mad about video games. Many years later as the two pals ferociously battled Street Fighter, an idea suddenly clicked.

Desire quickly became reality: make their dream cabinet – retro look, modern technology, in short, a collector's item.

Impressed by a young generation of street artists who had annexed Parisian streets and Metros, Antonin and Kevin decided to entrust the decoration of their first arcade cabinet to one of them. aboard.

Tim Zdey was the first to climb. Today **10** artists have joined the ranks.

We also offer a custom-made option for an original Art'cade cabinet by one of our recognised artists.

PLEDGE SHOWCASE

THE DIGITAL PACK

7€

A digital version of the game to play on arcade or PC/MAC.

Your blaze on the wall of fame.

THE URBAN PACK

30€

A DIY mini Art'cade to builde yourself.

A sticker packs featuring one chosen guest.

+ The Digital Pack.

THE PACK RETRO

50€

Zdey The Game on a real NES cartdrige with the good old box (sleeve, Iprinted handbook, box art)

+ The Urban Pack.

PLEGE SHOWCASE

THE COLLECTOR'S PACK

100€

An offset lithograph 40x60 cm on thick cream Speckle Tone paper. Signed by Tim Zdey. Close edition (numbered).

+ The Urban Pack.

THE ART'CADE BOARDS

130€

A wooden printed pair (25x50 cm) of our notorious Art'cades. Scale 1/3.

+ The Urban Pack.

PLEDGE SHOWCASE

MINI BAR TOP
650€

The very compact and single player Art'cade edition.

- Dim : 40 x 30 x 35 cm
- Monitor 10"
- A steel panel
- Tinted blass
- A retro system

+ The Urban Pack

BAR TOP x FLEX
1 500€

A partnership with Flex Arcade to deliver you a steel, 2 players arcade bar top.

- Dim : 48 x 75 x 42 cm
- Monitor 20"
- A retro system

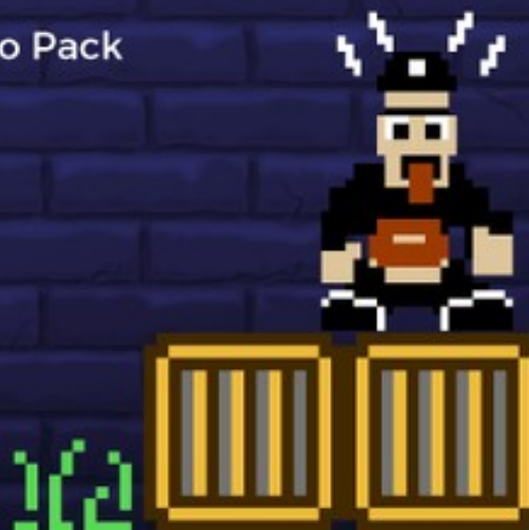
+ The Urban Pack

ART'CADE CABINET

The full size arcade edition.

- Dim : 142 x 61 x 70 cm
- Monitor 24" Full HD
- Audio 2.1
- A steel panel
- Tinted glass
- A retro system

+ The Retro Pack



BUT WHAT IS THE COST OF ALL THIS?

Yes, you can imagine that all this has a price! If we only talk about exclusive rewards, game development, communication, etc ... we arrive for a total of:

7 000€

To keep things simple, here is the breakdown of the costs through a nice graph!

STRECH GOALS

7000€

Oh boy we nailed it! We are making the CARTRIDGE!!

10000€

Co-creation of new screens with the Artplayers.

15000€

We offer a full size arcde to a children hospita + Arcade Tokens.

20000€

Co-creation of new screens with the Artplayers.

GREETINGS

- Anne Laure (Red H@ck Trice) our communication wizard.
- A huge big up to **Dale Coop** for all his ASM programming, level-design and **Raftronaut** for the music and chip tunes.
- Domitille Zakia for her talent and genius creation skills.
- All the Guests : Ledania, Astro, Bebar, Chanoir, Diamantaire, Jober, L'Atlas, Nasty, Pez, Poes & Tanc.

The S1tR crew:
Mesk, Siek, Corbak, Sonar, Pake, Nomé, Rey, Yass